

# The Ypsi Thrifty Guide

Volume 1, Number 2

November 29, 1982

## A Mixed Bag For The Birds —



THE GOBBLER ASSEMBLY LINE was in full gear last week at Webster's Turkey Farm as work crews raced a fast-approaching Thanksgiving deadline.

Bob Webster, and wife Florence, are the first to take off their hats to the holiday season, the bread and butter time of year for the N. Maple Road couple.



TURKEYS HAD A BAD DAY LAST THURSDAY, and they have another grim date with destiny next month, for Christmas.

But meanwhile, this flock of wild geese, making their

temporary winter home on a pond west of town, celebrated Thanksgiving without a worry. Just before sundown they took their usual daily cruise, undisturbed by Michigan Avenue traffic nearby.

## First In A "Guide Winners" Series —

### Big Boy Keeps Growing

Jones, the head man, had a problem. He had overseen the building of a brand-new model retirement home near Ypsi. It was ready for an army of elderly applicants, anxiously waiting to move in.

But something important was missing in the new home's food department.

The big kitchen gleamed with fine cooking equipment, and the staff was trained to produce tasty meals for the residents.

**BUT SOMETHING WAS MISSING.** Joe, the chief administrator, knew it the minute he sampled the coffee.

The brew wasn't bad. But it definitely was not good, either.

Joe called the food crew together.

"The coffee flavor isn't quite right," he told them. "We've got to make it tastier."

"And I know exactly how you can do it."

"There's a Big Boy just a few blocks from here. I want you to go over there and find out how they brew theirs."

Joe's suggestion worked. The coffee at the home improved after the cooks took a crash course at the Big Boy.

**THIS TRUE STORY IS ONE OF THE REASONS** we class the local Elias Brothers Big Boy Restaurants as Ypsi Guide Winners.

By paying careful attention to every small detail of their service and their menus, the Big Boys have continued to grow bigger and more popular, even during hard times. Their concern for the flavor of the coffee is matched by their efforts to do an outstanding job in all other departments.

Jerry Kluck, manager of the West Side Big Boy, and Robin Underwood Lamb, Ecorse Road Restaurant manager, can offer a few other tips on how firms can overcome a recession. As "Guide Winners," they're happy to share them with all other Ypsi area businesses.

**1. WHEN THE NATION'S ECONOMY** headed down, and many firms tried to cope by cutting back, the Big Boys chose to go the opposite route. They added soup and salad

Continued Page 8

## That's Thanksgiving —

### And For Us Humans Too



**DID THE GOBBLER GET YOU DOWN** last Thursday? Did you overeat a little, or a lot? Have you lost your appetite for turkey and trimmings?

It's barely possible that this true Guide Thanksgiving tale may restore you. It may even help you struggle through the leftovers.

But on the other hand, it may not. We make no guarantees.



**THANKSGIVING WAS A LETDOWN** at our house this year.

The cooking was perfect and we stuffed ourselves. My fire in the fireplace unaccountably burned instead of smoking as it usually does for me. The guests were peaceful and they all spoke our language. We took a hike through the park near our home and enjoyed seeing the Michigan landscape all snuggled up for the winter.

**BUT I FELT LETDOWN.** Something was missing. After some retrospection while my stomach struggled with its work load, I decided what was lacking. It was the thrill of adventure, the excitement of danger, and the challenge of hardship and adversity that had been part of an earlier Thanksgiving.

**NOT THE FIRST THANKSGIVING!** The Pilgrims' experience had set high marks for adventure, danger and hardship — but the Thanksgiving we had at our house last year set new records in all three categories.

The drift toward trouble began weeks early, when Jackie and I decided to invite a family of foreign students from the University of Michigan to enjoy an American Thanksgiving. It's a thoughtful thing that many families do out of friendship. The Language Institute at the U-M attracts people from many other nations and cultures, drawn here by the university's world-famous crash courses in spoken and written English. Like most college students far from home, the Language Institute scholars can sometimes become quite lonesome, especially at the beginning of their English studies here, when they're isolated by a communication barrier.

**SO JACKIE CALLED THE U-M** and put in a request for Thanksgiving guests. Days ahead of time she went shopping and brought home all the ingredients for a feast. The house got a special cleanup. We wanted everything perfect for company.

Thanksgiving Day came, and one of Jackie's bad-time headaches came with it. She tried to fight it off by working away in the kitchen early that morning. But she finally had to give up. Just a few moments after she tottered into bed, our doorbell rang.

**I SHOULDN'T HAVE OPENED THE DOOR.** The turkey in the kitchen was raw. The potatoes were uncooked and unpeeled. The dressing was unmade. The squash was still frozen. The biscuits, gravy, salad, coffee, pie topping were still just recipes in the cookbook. The ingredients were piled on our kitchen counters. Neither I nor our daughter Anne had ever faced such an assignment.



# First "Guide" Brings Many New Friends

One of the greatest things about newspapering is the wonderful people it allows you to meet. We found that out, all over again, after our first issue of **The Ypsi Guide** hit town last week. The mail we received in response included warm welcomes and congratulations — some from friends, some from strangers — but all of them champs in our eyes. For instance:

"Hi, I like your paper already!"

"I have just finished reading **The Ypsi Thrifty Guide**. Congratulations! A very good weekly. Best wishes for continued success."

"How pleased I was that you took over editing the local paper. Best wishes..."

With that kind of encouragement, the challenging job we've taken on — to serve Ypsi well with a community-boosting weekly paper — becomes a lot more achievable and enjoyable.

We thank all of you.

The week's mail also included a number of want ads, in response to the deal we announced in the first **Guide**. The free ads are still available to all of our readers. You'll find an order form on Page 6. All you need do is fill out the form and mail it in to us. There are still two weeks left in our special freebie-ad series — so better grab your pen or pencil and start writing. There's no obligation to buy anything, no strings attached to our offer. Let's hear from you.

Along with friendly letters and classified ads, we've also received many questions about Ypsi's new paper. If you, too, are curious, here are a few of the queries, with answers:

**Q — You say the paper is free. How do you pay the bills?**

**A — We're like most other publications. They get most of their revenue from advertisers. Paid subscriptions can be helpful. But our main obligation to our advertisers is to deliver their messages to as many Ypsi area people as possible, door-to-door, in this new medium.**

**Q — You put out the paper once a week. That should take a couple of days hard work — or maybe three at the most. How do you spend the rest of your time?**

**A — You can measure the weekly effort in pounds and shoes. Your editor has dropped five and worn out two, just in the few short weeks since we tackled this job.**

As with all modern weekly newspaper efforts, there's never quite enough time to do the job completely. Especially this week, with Thanksgiving Day carved out of the middle, it was impossible to make all the advertising calls that we wanted and needed. But we did enjoy the breather, and all that turkey — and we look forward to a busier more productive schedule next week.

**Q — What do you think of the battle shaping up between **The Ypsilanti Press** and **The Ann Arbor News**?**

**A — They're both excellent papers, and they're both doing their job to the best of their considerable abilities. So are we.**

**Q — How's the new paper doing?**

**A — Too early to tell. We've had many encouragements. The interest we have from Ypsi area business people makes us very hopeful.**

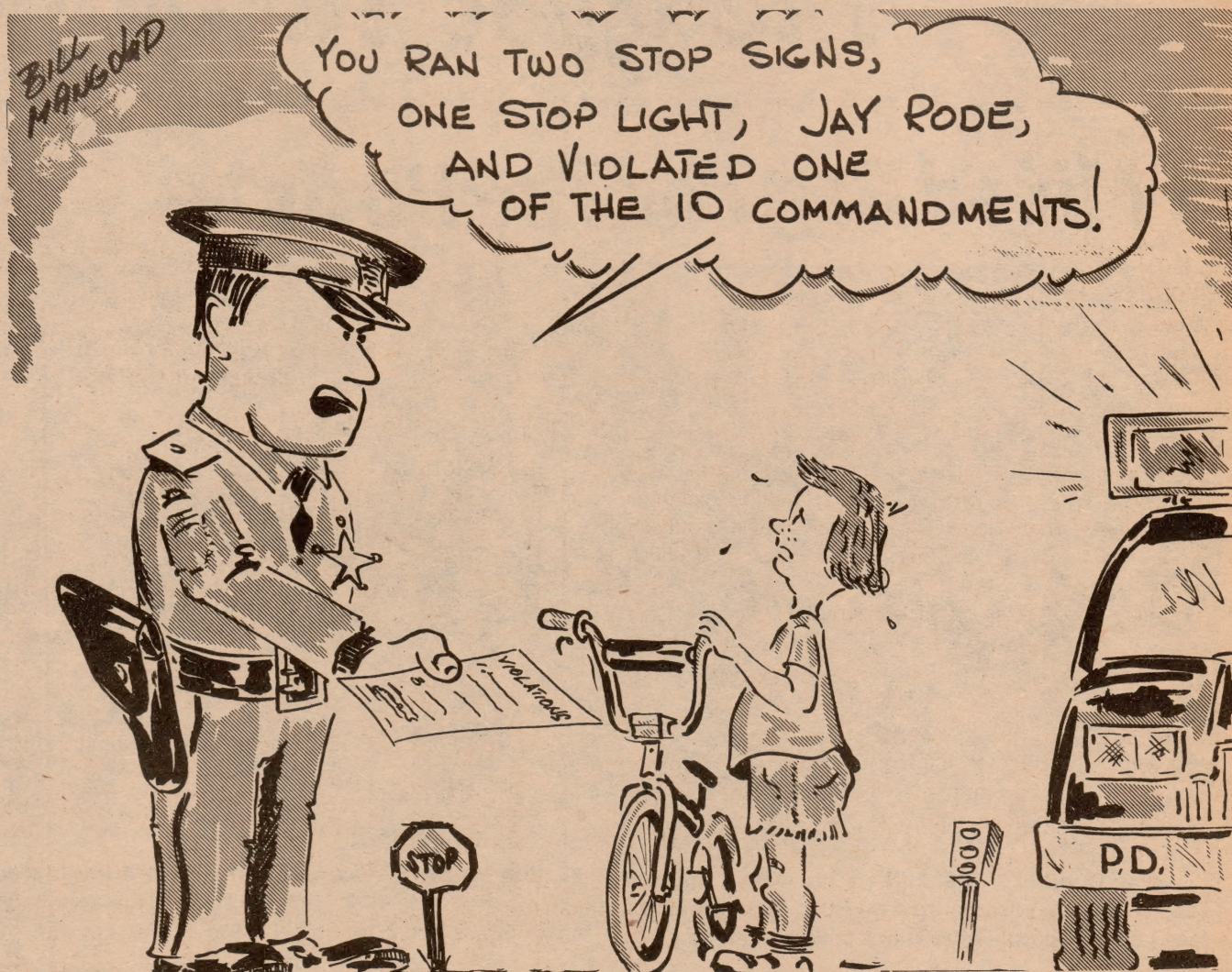
But for a definite answer, ask us again in a year or so.

Now it's time to seek out those final few ads for this week, before putting the paper to press.

Thanks for your friendliness, interest, and support!

— Paul Tull

## Bill Mangold Has His Say



AGE IS NOT a discriminating factor when it comes to traffic tickets. Young and old alike can be on the receiving end. The awakening already has been rude for pedestrians and

bicyclists who violate traffic laws and signals. But better the hurt financially than physically, police officials remind.



JACK WEAVER, Manager of the new Bob Evans Farms Restaurant on Carpenter Road, had a problem. The restaurant was super — busy last Friday, getting ready for opening day on December 6. Jack was super-busy too, interviewing, teaching, taking care of a million-and-one details.

By 3 p.m. he was starved. The restaurant kitchen hadn't started up yet.

What to do? Jack made one of his first managerial decisions. He sent out to one of his friendly competitors nearby, and ordered a Whopper! Chances are great that the Burger King people will return the favor soon.

The new Bob Evans Farms Restaurant — 88th in the chain and 13th in Michigan — will open at 6 a.m. on Monday, Dec. 6.

## Forgetfulness

Dear Friends,

Just a line to say I'm living  
That I'm not among the dead  
Though I'm getting more forgetful  
And more mixed up in my head.

Sometimes I can't remember  
When I stand at the foot of the stair  
If I must go up for something  
Or if I've just come down from there.

And before the refrigerator so often  
My poor mind is filled with doubt,  
Have I just put some food away  
Or have I come to take some out?

And when it's dark outside, sometimes,  
With my cap upon my head  
I don't know if I'm retiring  
Or just getting out of bed.

But if it's my turn to write to you  
There's no need in getting sore  
I may think that I have written  
And don't want to be a bore.

So remember I do love you  
And I wish that you were here  
But right now it's nearly mail time  
So I'll say goodbye my dear.

Then I stand beside the mail box  
With a face so very red  
Instead of mailing you my letter  
I have opened it instead.

**The Ypsi  
Thrifty Guide**

Published weekends in Ypsilanti, Michigan. Distributed free to Ypsi residents. Direct correspondence to "Ypsi Guide", Post Office Box 336, Ypsilanti, MI 48197.



# Every Day is Veterans' Day

By Gail Slaughter

November brings Veterans' Day on the calendar, but everyday is Veterans' Day to Jeanette Julien and Richard Smoot. The two handle military-related matters for the Washtenaw County Chapter of the American Red Cross.

They're the only career staff members on the Service to Military Families and Veterans Advisory Department.

ONE OF THE committee's most important and interesting services is world-wide communications. "We communicate in all kinds of emergency situations," Smoot said, explaining that they were the link between military personnel and their families all over the globe. "And they all have families," he smiled.

For example, the committee may notify a serviceman of a death in his family back home, or conversely obtain health or welfare reports for the family when a serviceman has been injured. And on the brighter side, they send birth announcements.

"When a wife wanted to notify her husband in Guam about their new baby, we were the first to know—even before the grandparents!" Smoot said with an understandable touch of pride.

Before a call is put through, the information is verified, Julien emphasized, adding that they enjoy good cooperation with the medical community. Local calls go through the Red Cross telecommunications network to their national headquarters in Washington, D.C., where they are fanned out all over the world.

Stressing that their work is confidential, Julien and Smoot described "in general terms" two typical calls involving local GI's.

The father of one serviceman died suddenly, and the



young man was notified to come home immediately. Departing on such short notice, however, he also needed to borrow some traveling money from the Red Cross—which he was able to do, interest free.

IN ANOTHER INSTANCE, a local mother had not heard from her serviceman-son for six months and was very worried. The Red Cross located the man through the Defense Department, and he was "counseled by his commanding officer to write home!"

Lately, the military is often viewed simply as a political issue, Smoot pointed out. But those in the service "earn only minimum wage, they're separated from their families... They're under a lot of emotional stress."

The service, which is funded entirely through the United Way, also helps veterans apply for various benefits and otherwise works with them. "One of the first rap sessions for Vietnam vets was held in Ann Arbor," Julien pointed out. They are also participating in a nation-wide study of Vietnam veterans who suffered head injuries while in the service.

"Sometimes we give financial help also to military wives and children who haven't received their first paycheck, for example," Julien added.

Julien was originally a Red Cross volunteer, and has served in her current position as department head for 25 years. Smoot has been her assistant for the past 2½ years.

"It's a tense job—we talk with people experiencing trauma—but it's rewarding," Smoot said.

"We can see the results of our work in a comparatively short time," Julien noted. The two added, however, that the Red Cross is a humanitarian agency, "but can't always meet everyone's needs, as much as we'd like to."

## TUESDAY ONLY NOVEMBER 30

# COUPON Specials

**COUPON**

56731

**Panasonic**  
5-IN. PORTABLE  
BLACK & WHITE  
TELEVISION

3-WAY OPERATION  
AC, Car Battery or  
Dry Cell Battery

Includes AC and car adapters, Panasonic  
batteries and earphone.

Regular \$139.95

**88<sup>88</sup>** TR-5040-P

LIMIT ONE QUANTITIES LIMITED, NO RAINCHECKS  
1 coupon per family. Good Tuesday only, November 30.

**COUPON**

56758

**NORELCO**  
DIAL-A-BREW® II

10-Cup Coffeemaker  
With Dual-Heat Control

Regular.....23.88  
SALE PRICE.....17.88  
Mfr. Rebate.....5.00

**12<sup>88</sup>** Limit One

Rebate Form At Checkout

1 coupon per family. Good Tuesday only, November 30.

**COUPON**

56766

**MAYDAY I**  
**KRACO**

\*Hand-Held  
\*Magnetic  
\*Antenna  
\*Plugs Into  
Lighter

**EMERGENCY 40-CHANNEL C-B RADIO**

Regular \$78.88

**49<sup>88</sup>** Limit One KCB-4006

1 coupon per family. Good Tuesday only, November 30.

**COUPON**

56774

**MAYDAY II**  
**KRACO**

\*Hand-Held  
\*Magnetic  
\*Antenna

**EMERGENCY 40-CHANNEL C-B RADIO**

Can be operated using its own power pack with  
built-in recharge circuitry or from cigarette  
lighter adapter included.

Reg. \$99.82

**69<sup>88</sup>** Limit One KCB-4009

1 coupon per family. Good Tuesday only, November 30.

**COUPON**

56782

**ETAGERE SHELF UNIT**

Regular \$49.88

**34<sup>88</sup>** EACH 4012 3074

481 Desks To Sell Chain-wide. No Rainchecks.

Limit 1 coupon per family. Offer good Tuesday only, November 30.

**COUPON**

56790

**STUDENT DESK**

Regular \$48.88

Your Choice:

**34<sup>88</sup>** EACH 4012 3074

Limit 1 Of Each

**COUPON**

56804

**KRACO**

**CASSETTE ADAPTER**  
FOR 8-TRACK PLAYERS  
Fits Home and Auto Units

Reg. \$39.95

**24<sup>88</sup>** Limit One KCA-8

Limit 1 coupon per family. Offer good Tuesday only, November 30.

**COUPON**

56812

**WHITE PADDED TOILET SEAT**

Reg. \$11.96

**6<sup>96</sup>** Limit 1

Limit 1 coupon per family. Offer good Tues. only, Nov. 30

**COUPON**

56820

**Fire Extinguisher**

Reg. \$12.96

**8<sup>96</sup>** 1810BC

Limit 1

Limit 1 coupon per family. Offer good Tues. only, Nov. 30

**COUPON**

56839

**XXX-OUT TITLEIST GOLF BALLS**

Reg. \$8.47

**7<sup>00</sup>** DOZ

Limit One

Limit 1 coupon per family. Offer good Tuesday only, November 30.

**COUPON**

56855

**Half Off!**  
2-In. x 360-In.  
Strapping Tape

Reg. \$2.19

**1<sup>09</sup>** Limit 1

Limit 1 coupon per family. Offer good Tues. only, Nov. 30

**COUPON**

56863

**Half Off!**  
SINGLE LIGHT  
CANDELIER

Reg. \$1.50

**75¢** Limit 1

Limit 1 coupon per family. Offer good Tues. only, Nov. 30

**COUPON**

56847

**ALL RUBBERMAID AND ROSSMARK FLOOR MATS FOR TRUCK & AUTO**

**25% OFF** Reg. Price

Limit 1 coupon per family. Offer good Tuesday only, November 30.

DAILY & SATURDAY 9 TO 9, SUNDAY 10 TO 5.

GAULT VILLAGE SHOPPING CNTR. - Grove St. Overpass & I-94



# New EMU Fitness Palace Opened to Public on Campus

The Lloyd W. Olds Recreational/Intramural Facility on the EMU campus is conveniently located for community use. To reach it, turn north on Oakwood from Washtenaw, then turn east at the first stop sign. This will take you to the campus parking structure, one block from the Rec/I-M building.

A floor-by-floor inventory of the sports palace includes just about everything that the modern-day health-and-action enthusiast could ask for:

## FIRST FLOOR —

The new facility contains 15 racquetball/handball courts, four basketball courts, a multipurpose gymnasium, a weight room, a gymnastics room, a combatives room and an exercise track.

Other features include a 50-meter pool with seating capacity for more than 800 spectators, a pro shop, a concession stand, an outdoor recreation center, balcony and lounges.

The new swimming and diving pool is scheduled for recreation, laps, diving, life-saving and synchronized ballet.

The weight room and gymnastics area are equipped with machines and other exercise equipment to assist students in physical fitness and conditioning programs.

## SECOND FLOOR —

The multipurpose gym is available for those interested in table tennis, floor hockey or dancing. The combatives room will be available for wrestling, boxing or any of the martial arts.

Also, the Warner pool has been refurbished for recreational purposes and features a sauna and a walk-in whirlpool. This pool may be scheduled by campus organizations for "private" parties.

## THIRD FLOOR —

The balcony lounge is a perfect spot for doing

warm-up exercises before an intramural competition or a scrimmage among friends.

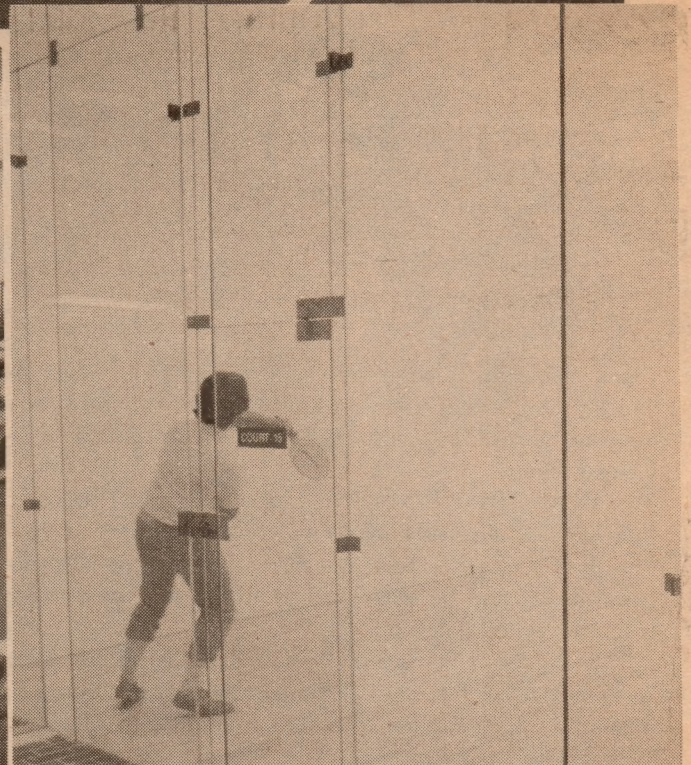
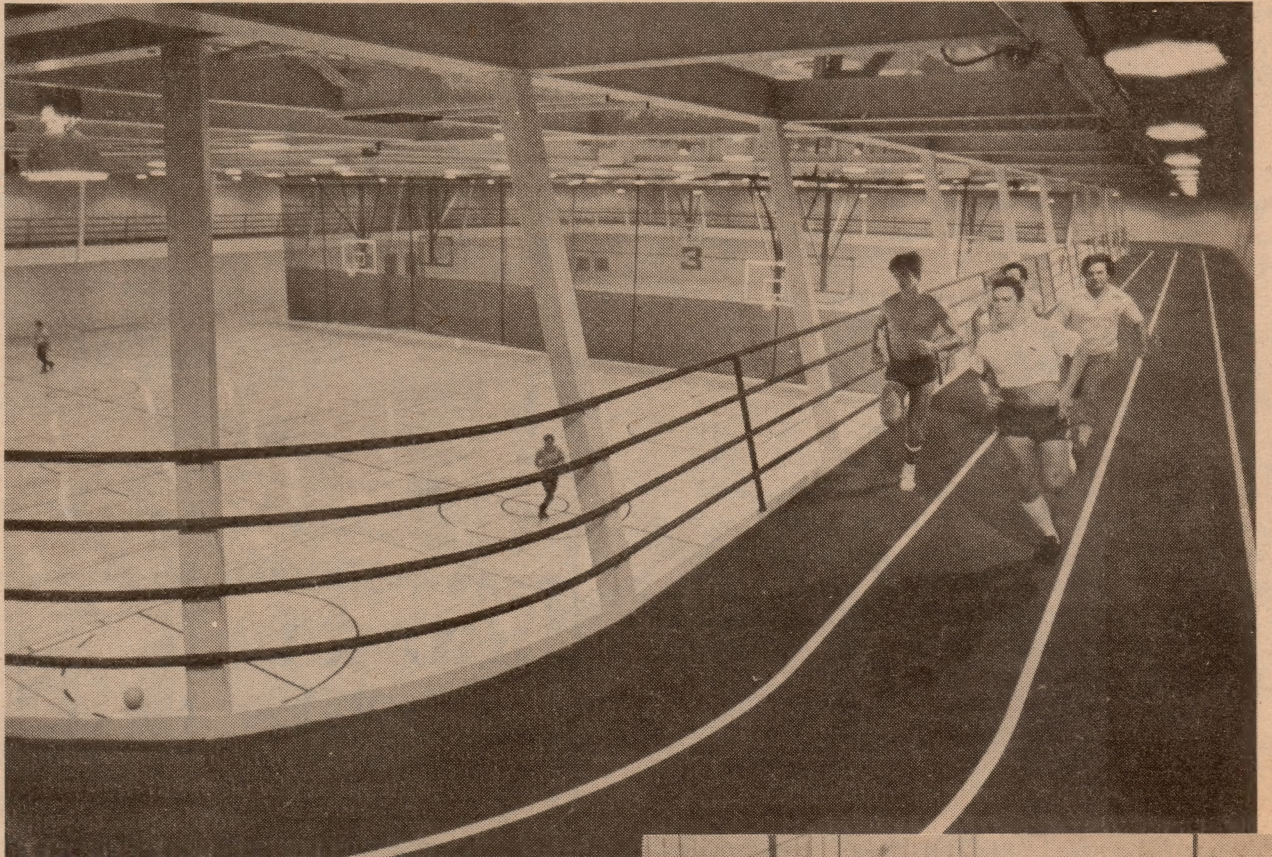
The four new courts are equipped to accommodate basketball, volleyball, or badminton.

## FOURTH FLOOR —

After 9.8 laps around the four-lane banded exercise

track located above and rimming the gymnasium, you can chalk up one more mile. The track is designed both for the jogger "running for his life" and for the runner with his or her sights set on winning the marathon.

— Photos, artwork courtesy of EMU Information Services



## Continued From Last Week

Tall, distinctive structure is easy to locate in mid-campus.

The \$18.2 million health palace, built without tax dollars, is truly a public building, open to everyone — and already a sizeable number of Ypsi area residents have opted to sign for membership. Yearly memberships for the general public can cost as little as \$79.50 (if the applicant has a student, staff, or faculty sponsor) — and the low fees entitle members to full use of the huge health spa during its seven-



day-a-week schedule. Hours are: Monday through Thursday, 7 a.m. to 10 p.m.; Friday 7 a.m. to 9 p.m.; Saturday 8 to 10; Sunday 9 a.m. to 10 p.m. According to present plans, the building will be closed only seven days in the year: Thanksgiving, Christmas, New Year's, Easter, July 4, Memorial Day, and Labor Day.

The number to call for membership info: 487-1338.



# That Whole Day Was A Turkey!

Continued from Page 1

We should have played dead, or at least deaf. But when the bell rang again, I went to the door and opened it. Four friendly Japanese faces smiled at me. They bowed.

**NONE OF THE FOUR SPOKE ENGLISH.** Anne and I did not speak Japanese. We bowed three or four times each, to fill the gap in the conversation, and to give me a minute to plan my next move.

I wanted to say, "Sorry, there's nobody home here." But plainly there was somebody home. A trapped, terrified American. I wanted to say, "Let's go to the Big Boy, or McDonald's." But I couldn't even do that. I couldn't say simple three-letter words like "Big" or "Boy," in Japanese. Much less a nine-letter word like "McDonald's." In Japanese I couldn't say anything.

So I waved them indoors, seated them in front of the tv, and headed for the kitchen. Our guests had come for a Thanksgiving dinner — and a Thanksgiving feast we would serve them.

**I TACKLED THE TURKEY** and thrust it in the pre-heated oven. I burned a few fingers, but not badly. Then Anne and I went to work on all the other treats on the menu. Every few minutes I popped out of the kitchen with a confident grin on my face. "Banzai!" I shouted, from an old Pearl Harbor movie, to let them know everything was under control.

I thought their smiles became a bit nervous as the hours went by. But possibly that was a sign they were getting hungry. That would be good. They would need hearty appetites.

Late in the afternoon, long after our guests arrived, I told Anne our work in the kitchen was done. With a spasm of bows and one more "Banzai!" I ushered the four Japanese to the table where the turkey and all the trimmings awaited them.

**I COULDN'T HELP FEELING PROUD.** I had prepared a Thanksgiving dinner for the first time in my life, and I could find no fault with it. Until this morning, I had known nothing about the woman's world of cooking. But faced with an emergency, I had overcome mystery with applied male logic. The food on the table showed that intelligence had triumphed.

While I enjoyed my moment of congratulations, Anne headed for the bedroom. "Mom!" she whispered to Jackie, "Dad just sat everybody down to eat. The turkey is cold. The squash is still frozen in the center. The mashed potatoes are full of lumps. The gravy tastes like wallpaper paste. The dressing is a mess. What can I do?"

**JACKIE GROANED.**

Anne returned graciously to the table, a perfect hostess. We sat down to eat.

One bite, and I knew I'd flunked the turkey test — and likewise the dressing, potatoes, salad, gravy, the works. Jackie had made the pumpkin pie ahead of time, and Anne had baked it, and it was good. The coffee was cold, but it was something that could be swallowed.



Other than that, the meal was a gourmet disaster.

**THE JAPANESE ATE.** I'll credit them for that. Their smiles came and went — probably depending on what sort of object they were chewing, or what type of turmoil was taking place in their stomachs.

Finally, after they'd worked their way through the final course, they smiled, and bowed, and left.

\* \* \*

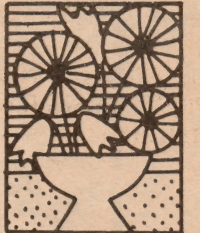
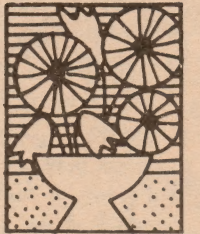
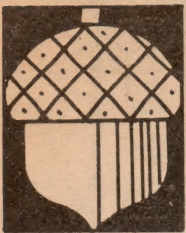
**I'VE WONDERED A LOT** during the year since then. Do you suppose they thought this was Yankee revenge for Pearl Harbor? A kamikaze attack on an old enemy? Anne and I had eaten along with them and would have gone to our ancestors with them if the food had been suicidal.

But their smiles, especially at the last, seemed to speak a different message. Could it have been sympathy? Could they have thought that this was life in America — that the scraps and crusts we'd served them were the best we could muster? Who can tell?

Our Japanese friends have finished their studies at the U-M and have returned to their homeland.

**IF WE RECEIVE A C.A.R.E. FOOD PACKAGE** from Tokyo for Christmas, I will understand.

— Paul Tull



## HEADACHES?

### CHIROPRACTIC WORKS!

Call Dr. Adkins at 429-2410

Michigan Ave. Chiropractic

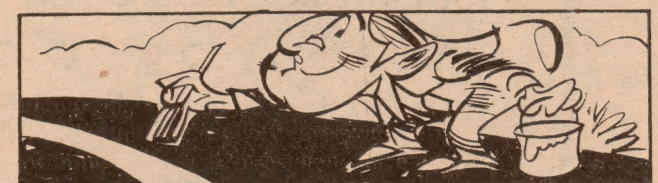
Ronnie M. Adkins, D.C.

LIFE CENTER

7005 E. Michigan Ave.  
Saline, Michigan 48176



The busiest airport in the world is Chicago's O'Hare International, handling more than 41 million passengers a year.



The white lines in the middle of highways usually have to be repainted about every three or four months.

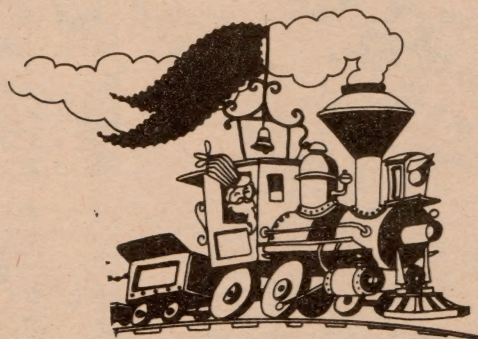


# Winners and Losers

## SUCCESSFUL ADVERTISING

**BETWEEN** 1970-'81 boxcar loadings fell by 58 percent, from 717 million to 3.2 million a year. Only a slim 14.5 percent of all rail freight now moves in boxcars, down from twice that figure in 1970.

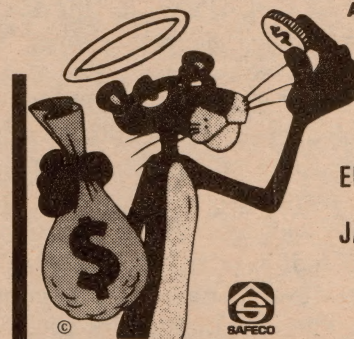
A Northwestern University School of Education study indicates that the best is yet to come: "We are creating an entirely new generation of old people . . . distinguishing from 'old-old' to 'young-old.' Age norms are diminishing in importance; we are creating a society in which age is rapidly losing its relevance."



Many businesses still owe their success to advertising in newspapers. There are four simple rules for writing winning copy: 1.- Describe the merchandise in terms of benefits—what it does for the user. 2.- Give complete, specific information. 3.- Use simple language. 4.- Tell the reader to buy now.



**ASK US HOW TO SAVE  
WITH SAFECO.**



**EHMAN & GREENSTREET**  
Real Estate & Insurance  
**JACK M. BROWN, AGENT**  
418 W. Michigan Ave.  
Ypsilanti 313-482-3484

# FREE

# 'YPSI GUIDE' ACTION ADS GET RESULTS!!



## PROVE IT NOW!

Whether you're buying,  
selling, renting, leasing,  
looking for a job or services,  
you're likely to get quick  
results from The Ypsi Guide  
want ad pages!

## FILL OUT FREE AD—

		15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36

**And mail to: Ypsi Thrifty Guide  
P.O. Box 336, Ypsilanti, MI 48197**

No more than 36 words, please.  
We recommend using your phone number in ad for best results.



# Put Yourself in the Marketplace, in the

# want ads

**HAVE CAMERA, will travel.** Experienced photographer will do freelance photographic assignments. Black and white or color. Household inventories, photo stories, portraits, portfolios, business inventories, etc. Call for price quotations, anytime. 485-7457.

**MOTHER of two boys, ages 2 and 4, wishes to babysit in my home in Ypsilanti off Ecorse Road.** Please call Julie at 485-7785.

**PLUMBING REPAIRS** and new installations, water heaters, garbage disposals, sinks, toilets, etc. Free estimates, reasonable prices. Residential, apartment houses, business. Ypsilanti-Ann Arbor Area. Call 485-7457.

**THE MOUSE HOUSE.** Big selection of: Posters, T-shirts, pipes and stuff. Under new management! **FREE** poster with \$2 purchase, and surprise grab bag with \$10 purchase. 402 W. Michigan Ave., Ypsilanti, 485-3550.

**1974 CADILLAC DEVILLE, \$800.** Two window air conditioners \$30. Westbend home humidifier \$30. One Garrard Turntable \$30. Pioneer auto 8-track \$10. Complete oil cooler kit, Honda motorcycle, \$25. Highrise twelve over forks Honda \$35. Call 483-8630 anytime.

**INSULATE YOUR HOME NOW!!** Save 40% on heating bills by insulating...we will insulate your home, attic, caulk windows, weatherstrip doors, for less than \$500. Contact Guy R. Huddleston, Ann Arbor, 663-4802.

**STORM WINDOW 113" x 64 1/2".** Fits picture window in Nancy Park. Best offer. 482-0870.

**MY SON NEEDS JOB.** Good worker, maintenance, stock, delivery, kitchen helper. Ph. 485-7143 days.

**CUTE FLUFFY KITTENS,** black with white feet, free to good homes. 439-2524 eves.

**1981 FORD 1/2 TON TRUCK,** 4-speed, power steering and brakes, air conditioner, step bumper. Low mileage. \$5,995.

**1979 FORD 1/2 TON PICKUP.** Automatic, power steering, brakes, 27,000 miles. \$5,195.

**1979 JEEP CJ-7.** 27,000 miles. Hardtop, sunroof. Like new. \$5,895.

**GENE BUTMAN FORD**  
2105 Washtenaw Ave. Ypsi  
Phone 482-8581  
Open Tuesday, Wednesday, Friday till 6; Monday, Thursday till 9; Saturdays 10-5.

**NONBIBLE STUDY OF GOD.** Free club, for people with same goals of life and human behavior, beliefs & goals. New ideas, but peaceable. Fun times, and serious discussions. Phone 483-0365 Ypsi, to 3:30 p.m. daily.

**RUBBISH HAULING** from homes and businesses. Dependable service. Call 482-6395. Ypsilanti.

**CHRISTMAS SPECIAL!** Men's and Ladies' LCD 5-function watches, Stick-on clocks, LCD pen watches. Your choice — \$4.99 each. Call 485-0179 or 482-0776. Dealers welcome.

**TWO-BEDROOM MOBILE** Home for sale. 10x55. East Ypsi area. \$3,500. Phone 397-2922.

**HOLLOW TRUCKING** Will deliver topsoil, black dirt, fill dirt & gravel, limestone. Rubbish removal, etc. Grading and excavating. Self serve bushel to pickup load. Call 429-5388. ATF

**BLACK DIRT AND PEAT** Tested and proven, excellent for lawns, gardens and flowerbeds. Delivered. Call 313-428-7784. TF

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**MY HUSBAND** needs a job. Hard worker, can do just about anything and does it very well. Mechanic, builder, delivery. Maintenance, etc. Ph. 697-1327 after 2 p.m.

**1977 FORD 14-ft. cube van,** E350, 42,000 miles. Power steering, brakes, auto trans., dual wheels, furniture-tie down capability. Ph. 482-2300.

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**FIREWOOD** — fireplace wood cut and split. Hardwood-softwood mixture, \$42.50, also 100% hardwood, \$50. Delivered locally. Call 662-7199. P14R

**FOR SALE:** Two AB Dick 695 dry copiers. Call 662-6636 before 5 p.m. P16R

**FIREWOOD**—Fireplace wood cut and split. Hardwood-softwood mixture, \$42.50. Also 100% hardwood, \$50. Delivered locally. Call 662-7199. P14R

**47511 WILLOW ROAD, 3** bdrm. on acre, Belleville area. Lincoln Schools. \$400 month. Phone 481-0303, 434-3900.

**FURNITURE CLOSE-OUT SALE.** Weller's in Saline is discontinuing the furniture business to allow for remodeling. You can get unbelievable savings now on our complete lines of fine household furnishings. 555 W. Michigan Ave. in Saline, across from mill pond. Open 10-6 Mon., Thurs., Fri., Sat.; Sundays 12-5. Closed Tues., Wed.

**CHRISTMAS CLUE!** Why not paint a room for your true love or the kids? Plenty of time to do it — and we'll help — with our

**15% DISCOUNT** on all famous quality **PRATT & LAMBERT** Interior Paints & Stains. Special prices through Dec. 4 only. **FINGERLE-HOLLISTER-WOOD LUMBER COMPANY** 822 E. Michigan Ypsi Phone 482-0735

In nearby Saline — **MILL VALLEY APARTMENTS.** 1-bedroom, \$270/mo.; 2-bedroom, \$310/mo. \$100 security deposit. Central air, cable TV, free heat, carpeting, drapes, appliances. 24-hour maintenance. Swim pool; easy walking distance to shopping center, parks, open country. Excellent Saline Schools. Open Monday-Friday 9-6. Sat. 9-12. 429-4583.

**AS LITTLE AS \$700** moves you in. I have several homes in the Ypsi area with no down payment. Al 481-0303.

**SHADY KNOLL, 3 bedrm.** finished basement, garage. \$400 month-to-month. Phone 481-0303 — 434-3900.

**2 BEDROOM TOWNHOUSE** with nice size rooms, laundry room and private patio area. \$300 month plus utilities; deposit required. 483-3562

**OAKLAND ESTATES, 3 bdrm.,** family room, fireplace, 2 car garage, basement. \$500 mo. Ph. 481-0303, 434-3900.

**WOOD STOVES** — many makes and models. Add ons — fireplace inserts. Wood boilers, etc. Huron Valley Garden, 5024 Jackson Rd., Ann Arbor, MI 48103. Htf

**COAL**  
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**CERAMIC SUPPLIES:** Everything you need plus service with a smile. Save money and have fun too. Ceramic For Fun, 12320 Wells, Milan. Call 439-2573. Come and see us. S18R

**WILD RICE** — top grade hand picked by Indians of Minnesota. \$8/lb. Call 1-426-2434. O18R

**TURKEYS DRESSED** on order. Also taking holiday orders. Call 429-4249 or 429-9720. Webster Turkey Farm, 6371 N. Maple Rd. W17

**GEESSE AND MUSCOVY** ducks. Alive or freshly dressed on order. Call 662-0757. P17R

**HAND CARVED DUCK** decoys, custom picture framing, waterfowl pictures. Visit our show room for that unique Christmas gift. Prints & carvings. Open daily 10 a.m. to 9 p.m. Call 665-0505. P17R

**FOR SALE:** Burial lot in Oakwood Cemetery. For details, call 429-5505. L14R

**COLLEGE MAN** needs a job. Hard worker, can do just about anything and does it very well. Mechanic, builder, delivery. Maintenance, etc. Ph. 697-1327 after 2 p.m.

**MATCHING EARLY American** Sofa and Chair, brown and orange flower print, good condition, \$200. School desk, lift top with seat attached, \$45. Call 429-2782. H15

250 gal. gasoline tank, \$40; Massey Ferguson Model 82 self-propelled combine, 13' grain head, 2-row corn head, needs new rings, \$1,600; 396 high performance Corvette engine with 4 barrel, Elder Brock manifold, \$600; Farnal H tractor narrow front end, \$1,500; 1965 Case 830 tractor, 70 hp., wide front end, 3 point hitch, \$3,500. Ph. (517) 451-2614. H15

**CARPET—LINOLEUM** Installation and repair. \$1.90 a square yard for residential carpet installation. Guaranteed workmanship. State license #376839. David Tapping 1-428-7269. TF

**ROOFING** Siding and gutters, carpentry, masonry. Licensed builder. Quality work guaranteed. Call 439-8468. Gtf

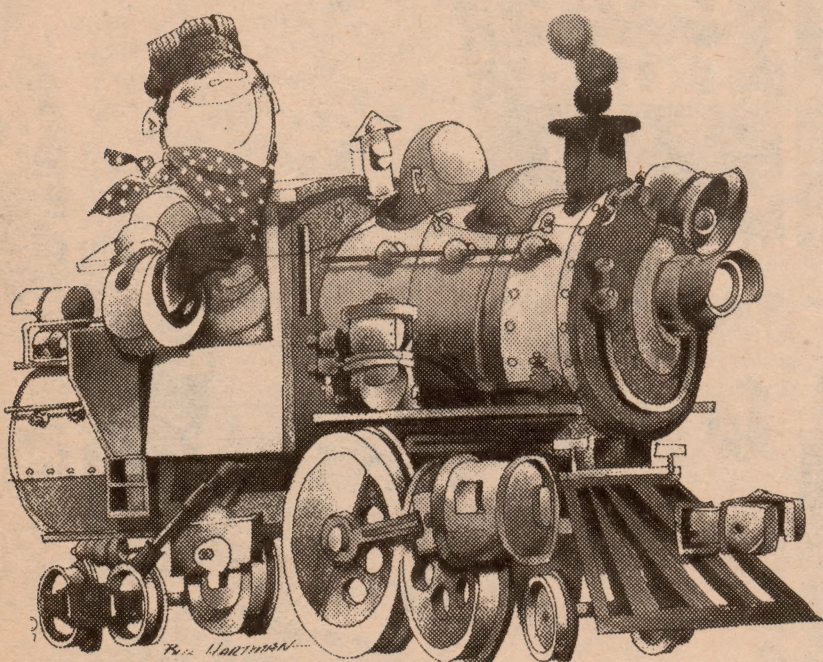
**CARPET, FURNITURE AND** walls cleared, smoke and water damaged specialists. Call the professionals, serving the area for over 14 years, **SERVICEMASTER,** 429-2121. TF

**CARPENTER & HANDYMAN** Ceramic tile, bath & kitchen remodeling. Electrical and plumbing, concrete and chimney repair. Roofing repair or replacement. Call (517) 431-2030 or after 6 p.m. (517) 467-4221. TF

**PIANO TUNING AND REPAIRING** Reasonable Sue Wood Certified Technician 665-5796 TF

**WALLPAPERING,** painting done very reasonable. Scott Sears 1-434-2439 or 483-2846. TF

**BULLDOZING and GRADING** Driveway installations, etc. Limestone, gravel, topsoil and fill. Brush raking done also. Call 429-7702 anytime. Mtf



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# Winners!

Continued from Page 1

bars in all their restaurants—and helped employment by adding five to eight people to the staffs at each location, to handle the added work. They also promoted the new features with aggressive advertising. As a result, the salad and soup bars "took off like wildfire."

Expansions of this kind obviously run up costs. So they must be carefully thought out in advance, in good times as well as bad. But a recession counter-attack, such as the one launched by the Big boys, is definitely one technique for would-be Winners to consider.

**2. ALSO DURING THE CURRENT ECONOMIC SLUMP,** the Big Boys added Weight Watchers menus. The only restaurants in the country to offer this special diet, the Big Boys have promoted it too, and its popularity among calorie-counters has zoomed.

**3. OTHER INNOVATIONS** have helped the Big Boys remain in the forefront of a highly competitive field: A new decaffeinated coffee brew that's just as tasty as the regular Big Boy cup; Braille menus for sightless diners; Kiddy burger coupons that were great for a trouble-free Halloween last month; Discount tickets for senior citizens meals.

**4. AND THEN THERE ARE THE BIG BOY BASICS** that have built the business from the start:

—Absolute cleanliness in every corner of every restaurant.

—A firm belief, cheerfully followed by all personnel, that the diner is always right.

—Quality-assured foods from the modern Elias Brothers commissary in Warren, Michigan.

—A training program for all employees, that prepares cooks, servers, and all other staff members for their specialized jobs.

—Friendly, fast service in pleasant surroundings.

\*\*\*

And as the crowds grow at the Big Boy, the surroundings grow too. Next spring the Ecorse Road Big Boy will add about 50 seats in a new glass-enclosed "greenhouse" wing that will build capacity and atmosphere in the familiar restaurant.

Gregory Stripp, a local Big Boy partner, sums things up: "When the going gets tough, the tough get going."

**THAT'S THE MARK OF A WINNER.**



**KEEP THE COFFEE COMING!** That's a familiar request from Big Boy diners, and the crew is happy to oblige. Ecorse Restaurant manager Robin Lamb watches as one of the waitresses pours some fine free refills.

**THE SALAD AND SOUP BAR** has been an instant favorite at Big Boys everywhere — and the West Side Restaurant is no exception. Manager Jerry Kluck talks about some of the bar's features with a member of the crew.



**Watch For Next Feature In "Winner" Series!**



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Fresh eggs, fluffed and blended with sausage, cheese shredded potatoes and onions, then topped with a ribbon of hearty sausage gravy. Served with crispy hash browns, homemade biscuit or buttered toast, and pure fruit jam...

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Homemade country biscuits smothered in hot, hearty sausage gravy. A great to-go-with item or a complete meal...

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